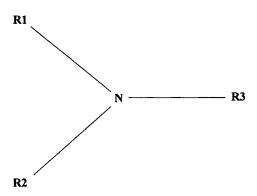
CLAIMS:

- 1. A power transmission fluid composition, comprising:
 - (a) a base oil and
 - (b) an additive composition comprising:

an ashless dispersant and

an oil-soluble aliphatic tertiary amine component, wherein the oil-soluble aliphatic tertiary amine component comprises an oil-soluble aliphatic tertiary amine of the formula



, wherein the R1 group comprises an alkyl or alkenyl group having about 1 to about 4 carbon atoms, and the R2 and R3 groups independently comprise any one of an alkyl, an alkenyl, an alkoxyalkyl, an alkynyl, an alkylthioalkyl, a haloalkyl, and a haloalkenyl group, having from about 8 to about 100 carbon atoms.

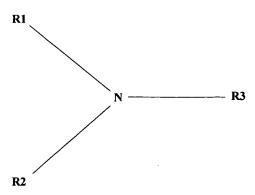
- 2. The fluid of claim 1, wherein the base oil comprises one or more of a natural oil, a mixture of natural oils, a synthetic oil, a mixture of synthetic oils, and a mixture of natural and synthetic oils.
- 3. The fluid of claim 2, wherein the natural oil comprises one or more of a mineral oil, a vegetable oil, and a mixture of mineral oil and vegetable oil.

- 4. The fluid of claim 2, wherein the synthetic oil comprises one or more of an oligomer of an alphaolefin, an ester, an oil derived from a Fischer-Tropsch process, a gas-to-liquid stock, and a mixture thereof.
- 5. The fluid of claim 1, wherein the base oil has a kinematic viscosity of from about 2 centistokes to about 10 centistokes at 100° C.
- 6. The fluid of claim 1, wherein R2 and R3 independently contain from about 10 to about 50 carbon atoms.
- 7. The fluid of claim 1, wherein R2 and R3 independently contain from about 12 to about 30 carbon atoms.
- 8. The fluid of claim 1, wherein the oil-soluble aliphatic tertiary amine component is soluble to a concentration up to about 0.1 wt% at about 25°C in a paraffinic mineral oil having a viscosity in the range of from about 4 to about 6 cSt at about 100°C.
- 9. The fluid of claim 1, wherein the oil-soluble aliphatic tertiary amine component is present in the fluid in an amount from about 0.05 to about 8 percent by weight.
- 10. The fluid of claim 1, wherein the oil-soluble aliphatic tertiary amine component is present in the fluid in an amount from about 0.5 to about 1.5 percent by weight.
- 11. The fluid of claim 1, further comprising one or more of an antioxidant, an antiwear agent, a friction modifier, an antifoam agent, and a corrosion inhibitor.
- 12. The fluid of claim 1, wherein the ashless dispersant comprises one or more of a hydrocarbyl succinimide, a hydrocarbyl succinamide, a polyol ester, a mixed ester/amide of hydrocarbyl substituted succinic acid, and a Mannich condensation product of hydrocarbyl-substituted phenols, a formaldehyde, and a polyamine.

- 13. The fluid of claim 1, wherein the fluid is suitable for use in a transmission employing one or more of a slipping torque converter, a lock-up torque converter, a starting clutch, and one or more shifting clutches.
- 14. The fluid of claim 1, wherein the fluid is suitable for use in a belt, chain, or disk-type continuously variable transmission.
- 15. A transmission containing the fluid of claim 1.
- 16. The transmission of claim 15, wherein the transmission comprises one or more of a slipping torque converter, a lock-up torque converter, a starting clutch, and one or more shifting clutches.
- 17. The transmission of claim 15, wherein the transmission comprises a belt, chain, or disk-type continuously variable transmission.
- 18. The transmission of claim 15, wherein the transmission comprises an automatic transmission.
- 19. A vehicle comprising an engine and a transmission, the transmission including the transmission fluid of claim 1.
- 20. A method of improving the friction durability of a transmission fluid comprising: preparing a transmission fluid by adding to a base oil, an additive composition comprising:

an ashless dispersant and

an oil-soluble aliphatic tertiary amine component, wherein the oil-soluble aliphatic tertiary amine component comprises an oil-soluble aliphatic tertiary amine of the formula



, wherein the R1 group comprises an alkyl or alkenyl group having about 1 to about 4 carbon atoms, and the R2 and R3 groups independently comprise any one of an alkyl, an alkenyl, an alkoxyalkyl, an alkynyl, an alkylthioalkyl, a haloalkyl, and a haloalkenyl group, having from about 8 to about 100 carbon atoms.

- 21. The method of claim 20, wherein the fluid has improved durability compared to a transmission not containing the ashless dispersant and the oil-soluble aliphatic tertiary amine.
- 22. The method of claim 20, wherein the base oil comprises one or more of a natural oil, a mixture of natural oils, a synthetic oil, a mixture of synthetic oils, and a mixture of natural and synthetic oils.
- 23. The method of claim 22, wherein the natural oil comprises one or more of a mineral oil, a vegetable oil, and a mixture of mineral oil and vegetable oil.
- 24. The method of claim 22, wherein the synthetic oil comprises one or more of an oligomer of an alphaolefin, an ester, an oil derived from a Fischer-Tropsch process, a gas-to-liquid stock, and a mixture thereof.

- 25. The method of claim 20, wherein the base oil has a kinematic viscosity of from about 2 centistokes to about 10 centistokes at about 100° C.
- 26. The method of claim 20, wherein R2 and R3 independently contain from about 10 to about 50 carbon atoms.
- 27. The method of claim 20, wherein R2 and R3 independently contain from about 12 to about 30 carbon atoms.
- 28. The method of claim 20, wherein the oil-soluble aliphatic tertiary amine is present in an amount from about 0.05 to about 8 percent by weight
- 29. The method of claim 20, wherein the oil-soluble aliphatic tertiary amine is present in an amount from about 0.5 to about 1.5 percent by weight
- 30. The method of claim 20, wherein providing the additive composition comprises providing an additive composition further comprising one or more of an antioxidant, an antiwear agent, a friction modifier, an antifoam agent, and a corrosion inhibitor.
- 31. The method of claim 20, wherein the ashless dispersant comprises one or more of a hydrocarbyl succinimide, a hydrocarbyl succinamide, a polyol ester, a mixed ester/amide of hydrocarbyl substituted succinic acid, and a Mannich condensation product of hydrocarbyl-substituted phenols, a formaldehyde, and a polyamine.
- 32. The method of claim 20 further comprising: subjecting the fluid to oxidative and thermal stressing.
- 33. The method of claim 20, wherein improving the durability of the transmission fluid includes improving anti-rattle performance of a continuously variable transmission fluid.

- 34. The method of claim 20, wherein improving the durability of the transmission fluid includes improving dynamic friction in a 6-speed transmission fluid.
- 35. The method of claim 20, wherein improving the durability of the transmission fluid includes improving anti-shudder durability in continuously slipping torque converter clutch fluid.
- 36. The method of claim 20, wherein the transmission fluid is suitable for use in a transmission employing one or more of a slipping torque converter, a lock-up torque converter, a starting clutch and one or more shifting clutches.
- 37. The method of claim 20, wherein the transmission fluid is suitable for use in a belt, chain, or disk-type continuously variable transmission.